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Modified PTO/SB/21 (08-00)

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<h1>TRANSMITTAL FORM</h1> <p>(to be used for all correspondence after initial filing)</p>		Application Number	10/634,501
		Filing Date	August 5, 2003
		First Named Inventor	Darrell ANDERSON
		Group Art Unit	2164
		Examiner Name	Samuel G. Rimell
Total Number of Pages in This Submission	Attorney Docket Number	Google-54 (GP-064-06-US)	

<b>ENCLOSURES</b> (check all that apply)			
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):	
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<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	July 11, 2007

<b>CERTIFICATE OF MAILING</b>	
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Typed or printed name	John C. Pokotylo
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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Applicants: **Darrell ANDERSON, et. al.**

Serial No.: **10/634,501**

Filing Date: **5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT**

Examiner: **Samuel G. Rimell**

Group Art Unit: **2164**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

This Information Disclosure Statement should be considered under 37 C.F.R § 1.97 (c) (1). A statement under § 1.97 (e) (1) is provided below.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: July 11, 2007

  
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John C. Pokotylo 36,242  
John C. Pokotylo Reg. No.

U.S. Department of Commerce  
Patent and Trademark Office

***Complete if Known***

Application Number: 10/634,501  
Filing Date: August 5, 2003  
First Named Inventor: Darrell Anderson  
Group Art Unit: 2164  
Examiner Name: Samuel G. Rimel

Sheet 1 of 1 Attorney Docket No.: Google-54 (GP-064-06-US)

U.S. PATENT DOCUMENTS

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue, number(s), publisher, country, where published, source	T
/S.A./	BL	Supplementary European Search Report to EPO Patent Application No. 03759525.3, mailed on May 21, 2007 (3 pgs.)	

Examiner Signature	/Sana Al Hashemi/	Date Considered	04/10/2010
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.